

VIV China 2018 – 17-18-19 September - Time for something new

- New location
- New activities
- New opportunities

Why leaving Beijing:

Importance of being close to the government has become less

Visitors number is insufficient (in numbers and/or target groups)

Location Beijing does not reach all of China

Limitations NCIEC exhibition building / facilities

NCIEC is far from the city and no choice of hotels around

Beijing is expensive

Why Nanjing:

Draw a "circle" around Nanjing and is it possible make contact with the south as well as with Beijing area.

Jiangsu province is surrounded by important production areas.

Industry is shifting from cities like Beijing and Shanghai. The importance of Nanjing is rising due to this.

Nanjing is of historic importance. City is attractive.

Nanjing is easy accessible for Chinese visitors: train, bullet train and by air.

Nanjing has a modern airport, several international airlines fly to Nanjing.

Quality of exhibition centre NIEC, better facilities

Subway to city centre is at 300m

Life is less expensive: towards transportation, hotels, restaurants.

Local government will give support in promoting VIV

New activities:

Larger involvement of the Chinese press: Series of Press meetings/ Seminars in China, to promote VIV worldwide and strengthen our network in the several regions/ production areas from 2016- 2018 (labelled to other VIV shows)

Government support to promote in the Nanjing area

New structure VIV China 2018:

16 sept Poultry congress

17 sept Poultry congress, ½ day

17 sept VIP lunch, to be followed by Grand opening VIV and VIP tour at exhibition

17 sept opening VIV China exhibition, in afternoon VIP tour

18 sept VIV China exhibition + VIV China Conference: "Made in China to grow your business" foreign delegates day: session by Chinese Science and producers, with focus on foreign delegates

19 sept VIV China + China Farming seminars in cooperation with speakers from Intl companies, associations and university (target: middle size farms in China) - until 13.00 hrs

New opportunities:

Strengthen network by gaining access to more regions and the production areas in China,

Clear program for different visitor/ buyer groups (CEO level, Intl buyers, Chinese producers and also by specie)

Interaction with other nearby south east Asian countries